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U.S. Exhibitors' Great Success at Wine and Spirits Fair

Report Categories:

Export Accomplishments - Events

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Report Highlights:

U.S. exhibitors reported excellent export opportunities at Hong Kong International Wine & Spirits Fair 2013, with projected sales in the next 12 months of over US\$1.3 million. More than 1,000 exhibiting companies from around the world participated in the show. A total of 20,452 trade visitors attended the show and nearly 90% (circa 18,000) had visited the U.S. Pavilion, which had an area of 198 sq. m. and 38 participating U.S. companies and organizations. The next Hong Kong International Wine & Spirits Fair will be held during November 6-8, 2014 and poised to create more opportunities for U.S. exhibitors.

Hong Kong International Wine & Spirits Fair (HKIWSF) is one of the largest specialized wine shows in Hong Kong. HKIWSF provides an excellent platform for U.S. wine and spirits exporters to enter the Hong Kong market & also markets in China and the region. HKIWSF was held during November 7-9, 2013 at the Hong Kong Convention and Exhibition Center. The show attracted more than 1,000 exhibitors from 40 countries, who showcased their products to over 20,000 trade visitors and close to 24,000 public visitors.

U.S. Agricultural Trade Office in Hong Kong (ATO) provided a briefing on the wine and spirits markets of Hong Kong and China to U.S. exhibitors attending HKIWSF. ATO also had an information booth at the show to service U.S. exhibitors on-site and also help introduce trade visitors to U.S. wine & spirits exhibitors and other U.S. food exporters.

The USA Pavilion had 38 exhibitors, who reported a total of over \$1.3 million in 12-month projected sales. According to exhibitor feedback forms, 78 serious sales contacts were made and 107 new labels/brands were introduced.

Photos:



ATO Market Briefing



Opening Ceremony



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



U.S. Exhibitors



New York
Wine Tasting



Public Day



Public Day



Public Day